

Ordinary PPL

April 28, 2025

At Workman Nydegger, we love celebrating the innovators and entrepreneurs who are making a difference with their creativity and determination. In this Inventor Spotlight, we're excited to feature Malik Moore, the founder of Ordinary PPL—a clothing brand that's redefining inclusivity in fashion while addressing real-world hair care needs.

Born into a military family, Malik grew up moving frequently before putting down roots in San Diego. He later attended Brigham Young University, where he graduated in 2018 and played football. Inspired by his own experiences with braids and twists, Malik noticed a gap in the market for hair-friendly headwear. Many beanies and hats caused friction, leading to breakage—especially for those with textured hair. Determined to create a solution, he launched Ordinary PPL, a brand specializing in silk-lined beanies that protect and nurture all hair types.

What sets Ordinary PPL apart is its purpose-driven approach. The brand isn't just about fashion—it's about inclusivity, unity, and healthy hair care for everyone. The name itself reflects Malik's vision: bringing people together, regardless of background. His silk-lined beanies are designed for all hair types, not just ethnic hair, making them a standout in the market. Malik's business model includes his website, a physical storefront, and plans to expand to Amazon. As a solo entrepreneur, he's learning every aspect of business operations—from marketing to logistics—while leaning on friends and professionals for support.

Understanding the value of intellectual property, Malik took steps early to trademark the company name. For him, trademarking wasn't just about legal protection—it was about validating the brand's identity and ensuring its longevity. He credits Workman Nydegger for guiding him through the process, emphasizing how crucial legal support is for startups.

Like many entrepreneurs, Malik has faced hurdles, from learning business skills on the fly to seeking help in areas like marketing and tech. His advice to aspiring business owners? Network relentlessly—opportunities come from connections. Ask questions—no one succeeds alone. And embrace the grind—growth happens outside your comfort zone. For Malik, the greatest reward is the freedom to build something meaningful while growing personally and professionally. He dreams of supporting his family through his business and continuing to foster community engagement.

Malik invites everyone to visit his website and follow Ordinary PPL on social media for the latest news and updates. As Ordinary PPL grows, Malik remains committed to innovation, inclusivity, and inspiring others to pursue their dreams.

At Workman Nydegger, we're proud to support visionaries like Malik. Stay tuned for more Inventor Spotlights—because behind every great idea, there's an even greater story!

How to Support Ordinary PPL

- Visit the website: <https://ordinaryppl.net>
- Follow on social media for updates: IG - @ordinaryppl

Close GDPR Cookie Settings



- [Privacy Overview](#)
- [Strictly Necessary Cookies](#)

Powered by [GDPR Cookie Compliance](#)

[Privacy Overview](#)

This website uses cookies so that we can provide you with the best user experience possible. Cookie information is stored in your browser and performs functions such as recognising you when you return to our website and helping our team to understand which sections of the website you find most interesting and useful.

[Enable All](#) [Save Changes](#)